



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
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April 14, 2011

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

A handwritten signature in black ink, appearing to read "Jonathan E. Fielding".

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE  
AN AGREEMENT FOR THE EMERGENCY PREPAREDNESS AND  
RESPONSE PROGRAM**

This is to inform you that I am exercising the delegated authority approved by your Board on July 13, 2010, which permits the Department of Public Health (DPH) to enter into agreements related to public health emergency preparedness and response to public health threats and/or emergencies with the contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve-month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

In 2009, the World Health Organization (WHO) declared the first influenza pandemic in over 40 years. Congress appropriated funds to the Public Health Emergency Response (PHER) program for state and local pandemic response.

On August 10, 2010, WHO declared that the world had entered the post-H1N1 influenza pandemic period. Based on previous pandemics, H1N1 is expected to cause local outbreaks throughout the world.

On August 26, 2010, CDC notified PHER grantees of an 11-month extension, in addition to a prior 30-day extension (12 months), for all PHER funds through July 30, 2011 to continue reasonable and allocable PHER activities and to initiate new activities to improve pandemic preparedness by implementing improvements based on departmental evaluation of response activities.

Using this delegated authority, I will execute a sole source agreement with SAESHE, Inc. (SAESHE) at a total proposed cost of \$140,000, funded by the forthcoming CDC PHER funds Notice of Award 1H75TP000350-01 Extension 09-10 for fiscal year 2010-11, effective upon execution by the parties through July 30, 2011.

Each Supervisors  
April 14, 2011  
Page 2

SAESHE is a multicultural marketing, advertising, and public relations agency based in Los Angeles that targets the Asian-American community, a predominant community in Los Angeles County. Previously, SAESHE has successfully delivered Los Angeles County campaigns including Emergency Preparedness and Response Program's "Just Be Ready" campaigns, multiple phases of the "Clean Hands" campaigns, and more recently the H1N1 campaign. Based on its proven track record, DPH is confident that SAESHE will fulfill all proposed deliverables including to develop and implement a comprehensive, culturally, and linguistically appropriate media campaign that: a) encourages vaccination, b) builds trust in vaccination, and c) presents ways communities can prevent spreading the flu.

Under this agreement, SAESHE will work collaboratively with DPH and other media vendors to effectively reach the general market as well as Asian and Eastern European communities by developing and implementing a comprehensive, culturally, and linguistically appropriate media campaign via multiple communication channels (e.g. public service announcements, social media platforms, outdoor media).

Attachment A is the Sole Source Checklists which has been approved and signed by the CEO. County Counsel and the CEO have reviewed and approved this delegated authority action.

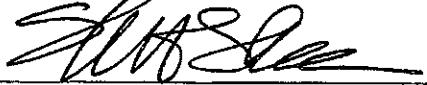
If you have any questions or require additional information, please let me know.

JEF:ar  
#01842

Attachment

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

**SOLE SOURCE CHECKLIST  
SAESHE, INC.**

Check (✓)	<p style="text-align: center;"><b>JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES</b></p> <p><i>Identify applicable justification and provide documentation for each checked item.</i></p>
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
✓	➤ Quick action is required (emergency situation) through July 30, 2011
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
	➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).
✓	<p>Other reason. Please explain: SAESHE is uniquely qualified to develop customized messages and materials as part of a comprehensive immunization and flu prevention media campaign that reaches the general market as well as Asian and Eastern European communities. SAESHE is a full-service, integrated marketing, advertising, and public relations agency based in Los Angeles. Representing almost every Asian American subgroup, SAESHE's energetic team of marketing experts leverages their first-hand cultural experience to develop and implement hard-hitting marketing plans that effectively engage the Asian American market. With the ability to identify and consider the smallest cultural nuances that often go undetected, SAESHE merges history, tradition, and contemporary Asian and Asian American culture to create communication solutions that produce results.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Response (PHER) grant.</p>
	<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">   Sheila Shima  Deputy Chief Executive Officer, CEO </div> <div style="text-align: center;"> <u>3/23/11</u>  Date </div> </div>